

17691 U.S. PTO
123103

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031088 U.S. PTO
10/748682

123103

December 31, 2003

FILE NO: 64557.000016

UTILITY PATENT APPLICATION TRANSMITTAL

Attorney Docket Number: **64557.000016**

First Named Inventor: **Ross KONINGSTEIN**

Title: **SYSTEM AND METHOD FOR DELIVERING INTERNET
ADVERTISEMENTS THAT CHANGE BETWEEN TEXTUAL AND
GRAPHICAL ADS ON DEMAND BY A USER**

Customer No. **21967**

TO: **MAIL STOP PATENT APPLICATION**
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Sir:

Attached are the following for filing with the U.S. Patent and Trademark Office:

1. ☐ Fee Transmittal Form (original and duplicate)
2. ☐ Small Entity Status Claimed:
 - ☐ Independent Inventor
 - ☐ Small Business Concern
 - ☐ Non-Profit Organization
- ☐ Statement Enclosed
- ☐ Statement Filed in Prior Application; Status Still Proper and Desired
3. ☒ Specification - Total Pages: 54 (Including Abstract)

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| CLAIMS AS FILED | | | | | | |
|---|--------------|------------------|-------|--------------|--------------|-------------------|
| | Claims Filed | Basic Fee Claims | Extra | Rate | | Amount |
| | | | | Large Entity | Small Entity | |
| Total Claims | 118 | 20 | 98 | \$ 18.00 | \$ 9.00 | \$1,764.00 |
| Independent Claims | 9 | 3 | 6 | \$ 86.00 | \$ 43.00 | \$ 516.00 |
| First Presentation of Multiple Dependent Claims | | | | \$ 290.00 | \$ 145.00 | \$ 0.00 |
| BASIC FEE | | | | \$ 770.00 | \$ 385.00 | \$ 770.00 |
| TOTAL FILING FEE | | | | | | \$3,050.00 |
| Assignment Recordation Fee | | | | | | \$ 0.00 |
| TOTAL AMOUNT | | | | | | \$3,050.00 |

4. ☒ Drawings - Total Sheets: 11 (Fig(s). 1-11)

5. Oath or Declaration - Total Pages: 3

a. ☐ Newly executed (original or copy)

☒ New (unexecuted)

b. ☐ Copy from a prior application
(for continuation/divisional with Box 18 completed)

i. ☐ DELETION OF INVENTOR(s):
Signed statement attached deleting inventor(s) named in prior application.

6. ☐ Application Data Sheet

7. ☐ CD-ROM or CD-R in duplicate, large table or Microfiche Computer Program (Appendix)

8. ☐ Nucleotide and/or Amino Acid Sequence Submission (if applicable, all necessary)

a. ☐ Computer Readable Form (CRF)

b. ☐ Specification Sequence Listing on:

i. ☐ CD-ROM or CD-R (two copies); or

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- ii. ☐ Paper Copy (identical to computer copy)
- c. ☐ Statements verifying identity of above copies
9. ☐ Assignee/Applicant: _____

- ☐ Assignment and Assignment Recordation Form Submitted Herewith
- ☐ Assignee of Record in Prior Application No. _____ :

_____ recorded on _____ at Reel _____, Frame _____.
10. ☐ 37 C.F.R. 3.73(b) Statement ☐ Power of Attorney
11. ☐ English Translation Document (if applicable)
12. ☐ Information Disclosure Statement with PTO-1449 and References
- ☐ Copies of Information Disclosure Statement Citations
13. ☐ Preliminary Amendment
14. ☒ Return Receipt Postcard
15. ☐ Priority is Claimed as Follows:

- ☒ Claim Benefit of the Following U.S. Provisional Application No(s).:
60/516,281, filed November 3, 2003

- ☐ If Foreign Priority is Claimed, Certified Copy of the Above Priority Document(s) is Submitted Herewith
16. ☒ Nonpublication Request under 35 U.S.C. § 122(b)(2)(B)(i). Applicant must attach Form PTO/SB/35 or its equivalent.
17. ☐ Other: _____

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18. ☐ Continuation ☐ Divisional ☐ Continuation-in-Part of
Prior Application No.: _____ filed _____

Prior application information: Examiner _____ Group Art Unit _____

- ☐ Incorporation By Reference (useable if Box 5b is marked)
The entire disclosure of the prior application, from which a copy of the oath or declaration is supplied under Box 5b, is considered as being part of the disclosure of the accompanying continuation or divisional application and is hereby incorporated by reference. The incorporation can only be relied upon when a portion has been inadvertently omitted from the submitted application papers.

- ☐ Complete Application Based on Provisional Application No.: _____
filed _____

19. Please address all correspondence to:

- ☒ **CUSTOMER NUMBER 21967**

Brian M. Buroker
Intellectual Property Department
Hunton & Williams LLP
1900 K Street, N.W.
Suite 1200
Washington, DC 20006-1109

20. ☐ A new power of attorney or authorization of agent (PTO/SB/81) is as follows:
- ☒ The power of attorney is to: the Hunton & Williams LLP attorneys and agents associated with **CUSTOMER NUMBER 21967**.
- ☐ Please remove as power of attorney:
- ☐ Please add as power of attorney:

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21. ☐ A check in the amount of \$ _____ is enclosed. In the event any variance exists between the amount enclosed and the Patent Office charges, please charge or credit any such variance to **Deposit Account No. 50-0206**.
- ☐ The U.S. Patent and Trademark Office is hereby authorized to charge any variance between the amount enclosed and the Patent Office charges to **Deposit Account No. 50-0206**.

Respectfully submitted,

By:



Brian M. Buroker
Registration No. 39,125

BMB:bvh
Enclosures

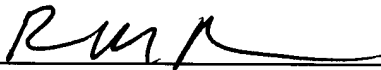
| | | |
|---|----------------------|---|
| NONPUBLICATION REQUEST UNDER 35 U.S.C. 122(b)(2)(B)(i) | First Named Inventor | Ross KONINGSTEIN |
| | Title | SYSTEM AND METHOD FOR DELIVERING INTERNET ADVERTISEMENTS THAT CHANGE BETWEEN TEXTUAL AND GRAPHICAL ADS ON DEMAND BY A USER |
| | Attorney Docket No. | 64557.000016 |

I hereby certify that the invention disclosed in the attached application **has not and will not be** the subject of an application filed in another country, or under a multilateral agreement, that requires publication at eighteen (18) months after filing.

I hereby request that the attached application not be published under 35 U.S.C. 122(b).

December 31, 2003

Date



Signature

Brian M. Buroker

Typed or printed name

39,125

Registration No.

This request must be signed in compliance with 37 C.F.R. 1.33(b) and submitted with the application **upon filing**.

Applicant may rescind this nonpublication request at any time. If applicant rescinds a request that an application not be published under 35 U.S.C. 122(b), the application will be scheduled for publication at eighteen (18) months from the earliest claimed filing date for which a benefit is claimed.

If applicant subsequently files an application directed to the invention disclosed in the attached application in another country, or under a multilateral international agreement, that requires publication of applications eighteen (18) months after filing, the applicant **must** notify the United States Patent and Trademark Office of such filing within forty-five (45) days after the date of the filing of such foreign or international application. **Failure to do so will result in abandonment of this application (35 U.S.C. 122(b)(2)(B)(iii)).**